

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Louis ELLMAN  
Application No. : 10/649,165  
Confirmation No. : 4765  
Filing Date : August 27, 2003  
Title : SYSTEM AND METHOD OF FACILITATING THE  
DISSEMINATION OF INFORMATION BY MEANS OF  
ACTIVE ADVERTISEMENTS IN PORTABLE INFORMATION  
TRANSCIVERS  
Examiner : Aaron N. STRANGE  
Group Art Unit : 2453  
Attorney Docket No. : ELLIO.P0201

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

April 29, 2009

**AMENDMENT IN RESPONSE TO FINAL OFFICE ACTION and REQUEST FOR  
RECONSIDERATION and REQUEST FOR CONTINUED EXAMINATION (RCE)**

SIR:

In response to the Final Office Action dated February 18, 2009, for which any necessary extension is herein requested and petitioned, Applicant hereby responds as follows:

Applicant hereby files a **Request for Continued Examination (RCE)** with the appropriate Transmittal (form PTO/SB/30 (02-09)) filed on even date herewith.

**Amendments to the Claims** begin on Page 2 of this Amendment.

**Remarks/ Arguments** begin on page 7 of this Amendment.